IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of	:	Atty. Docket No. 37865.010400
CONKWRIGHT, Colby, et al.	:	Group Art Unit: 3624
Serial No.: 10/020,512	:	Examiner: COLBERT, Ella
Filed: December 18, 2001	:	
For: Behavior Deterministic Targeted Advertising		

Honorable Assistant Commissioner for Patents
Washington, D.C. 20231

REPLY UNDER 37 C.F.R. §1.111

Sir:

This is in response to the Office Action dated September 3, 2002.

Please enter the following amendments:

In the Specification:

Paragraph 104, delete "to be compiled by IDGM Graphic Matrix" and insert therefor -- to be compiled by Inverse Demographic/Geographic Matrix (IDGM) Graphic Matrix --.

In the Claims:

Please amend Claim 1 to read as follows:

1. An individually targeted content delivery method comprising:

collecting data associated with at least one set top box;

deriving at least one user model for each of said at least one set top boxes based on the collected data;

storing the derived at least one user model and an identifier corresponding to the set top box from which the at least one user model is derived in a storage means for later retrieval;

selecting content and associated content attributes to be delivered to at least one set top box;

transmitting the selected content and content attributes to the set top box;